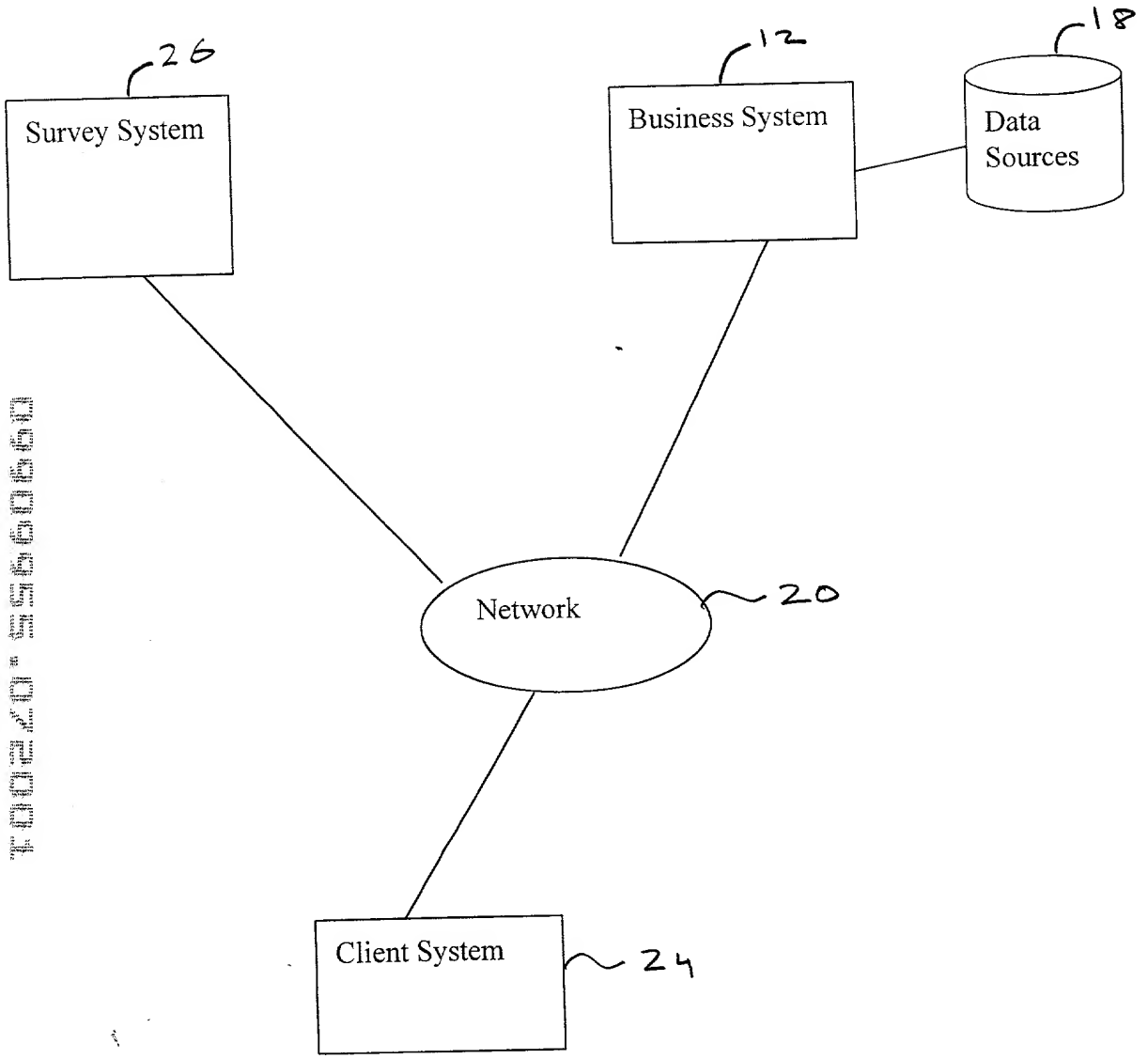

26
Survey System
12
Business System
18
Data Sources
Network
20
Client System
24

10

FIG. 1

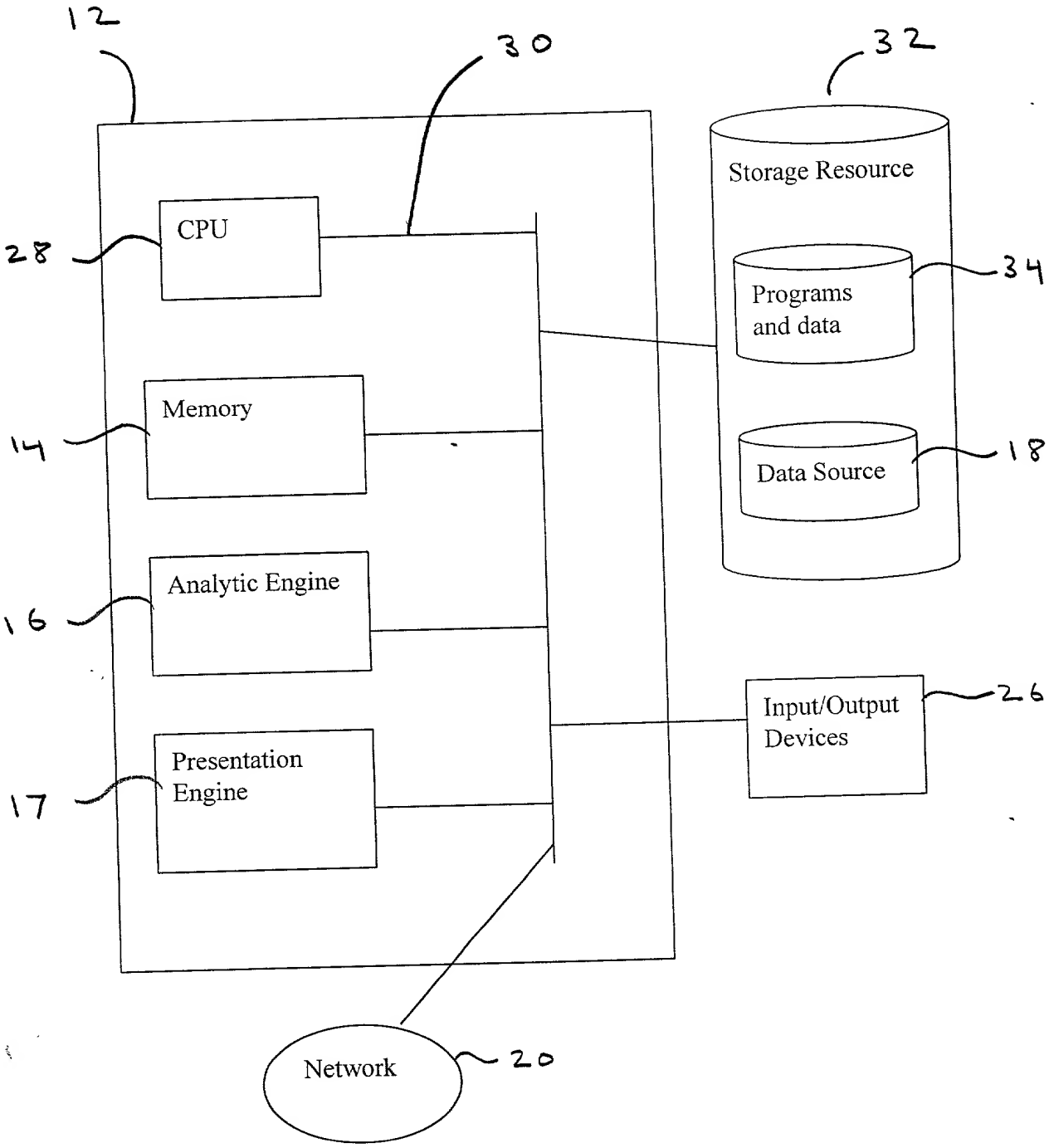

12
30
32
Storage Resource
CPU
28
Programs
and data
34
Memory
14
Data Source
18
Analytic Engine
16
Input/Output
Devices
26
Presentation
Engine
17
Network
20

FIG. 2

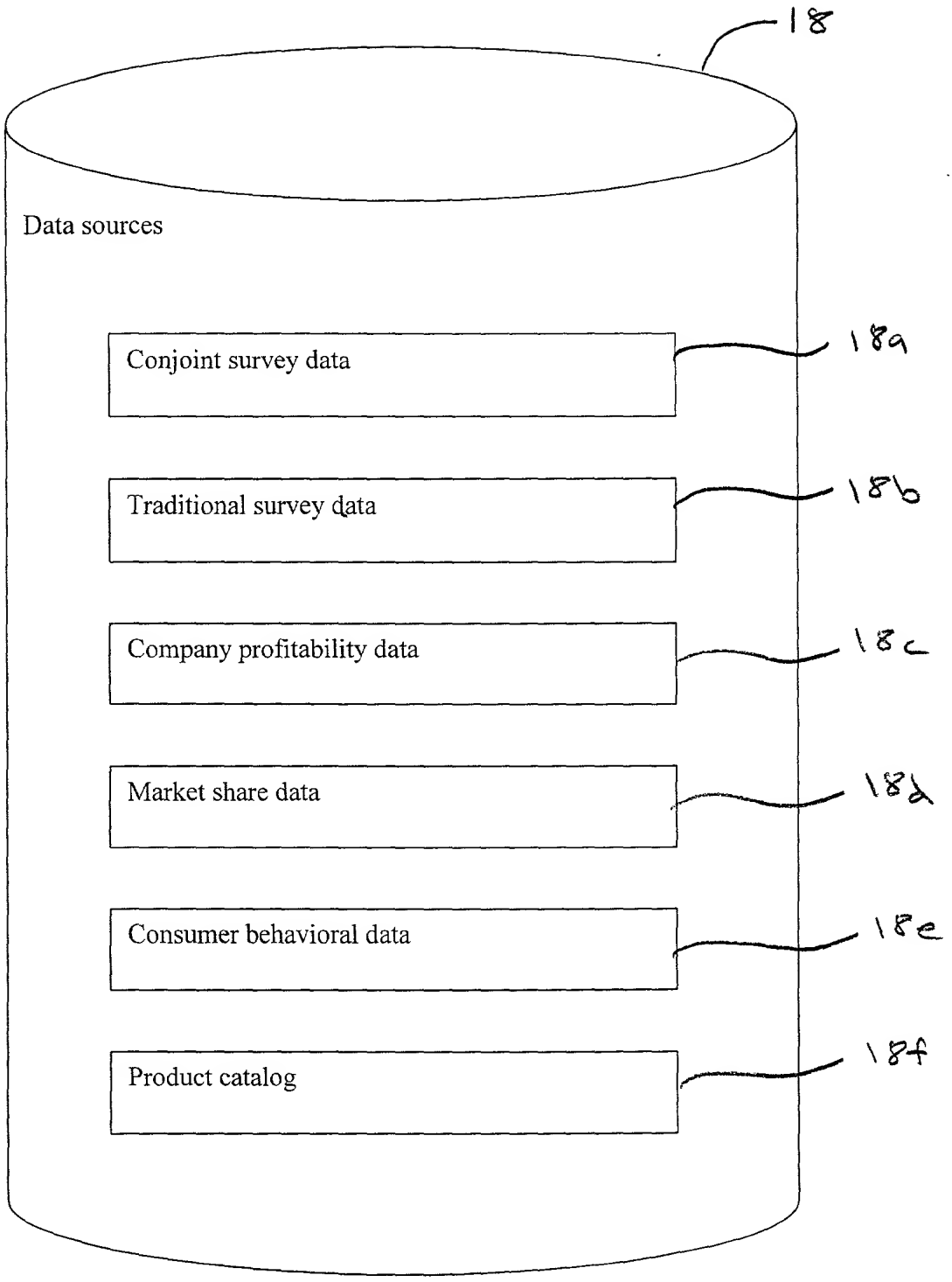

18
Data sources
Conjoint survey data
18a
Traditional survey data
18b
Company profitability data
18c
Market share data
18d
Consumer behavioral data
18e
Product catalog
18f

FIG. 3

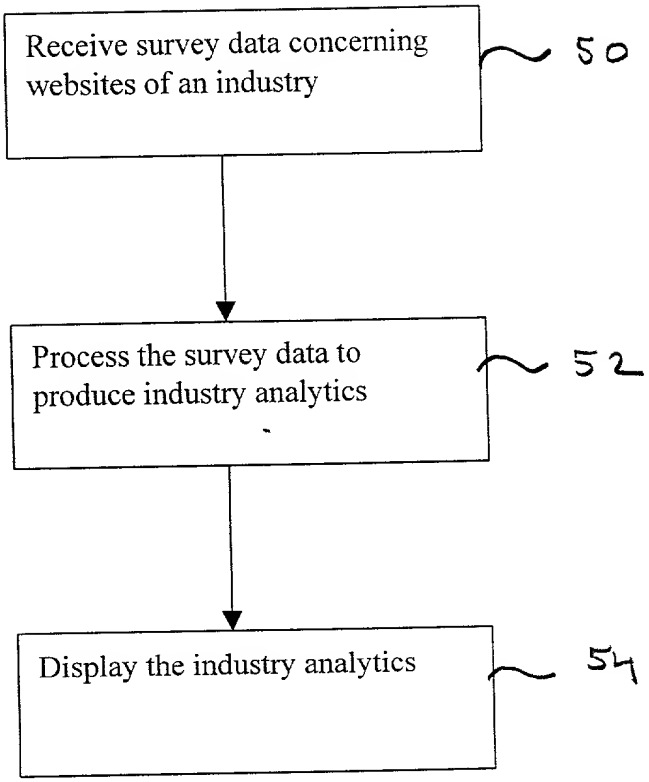

Receive survey data concerning websites of an industry
50
Process the survey data to produce industry analytics
52
Display the industry analytics
54

FIG. 4

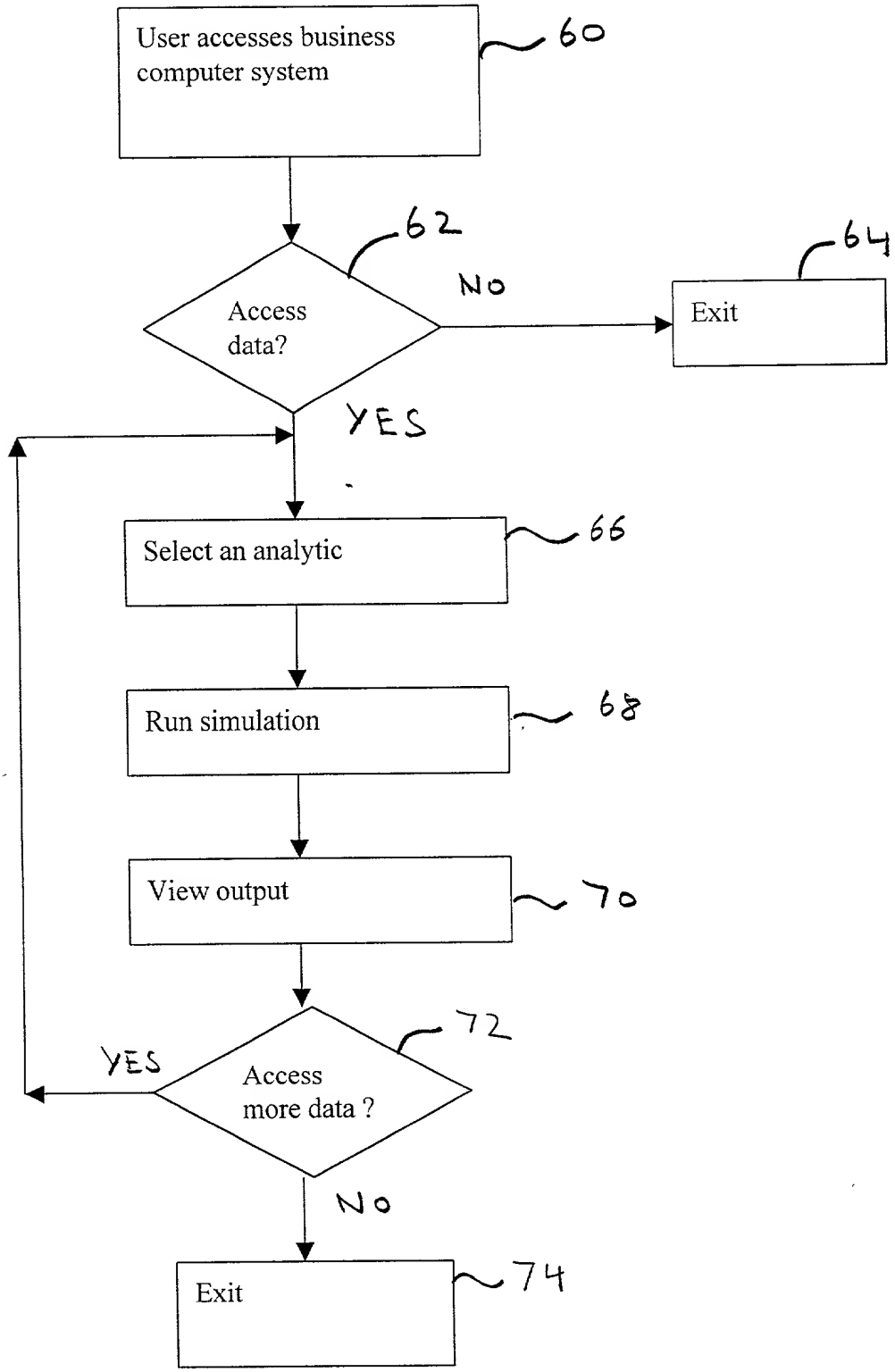
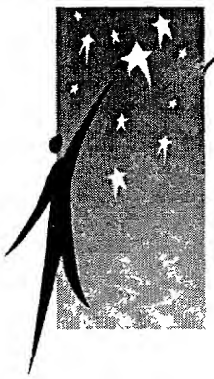

User accesses business computer system
60
62
Access data?
No
64
Exit
YES
Select an analytic
66
Run simulation
68
View output
70
72
Access more data ?
YES
No
Exit
74

FIG. 5



601

603

LOGIN

602

Welcome to the Marketing Decision Toolkit. This toolkit will provide the user with marketing analytics based on website industry information. Armed with these analytics, the marketing professional is able to make effective marketing decisions.

600

FIG. 6A

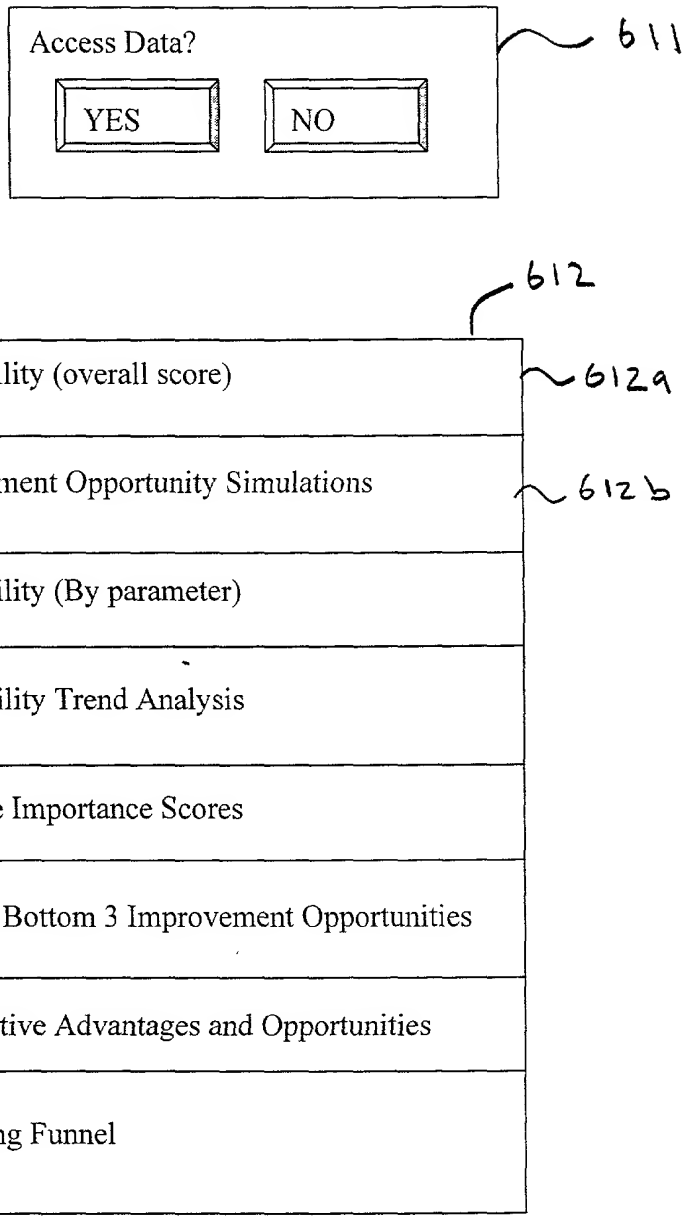

Access Data?
YES
NO
611
612
Total Utility (overall score)
612a
Improvement Opportunity Simulations
612b
Total Utility (By parameter)
Total Utility Trend Analysis
Attribute Importance Scores
Top and Bottom 3 Improvement Opportunities
Competitive Advantages and Opportunities
Marketing Funnel
610

FIG. 6B

Total Utility

Across all parameters

620

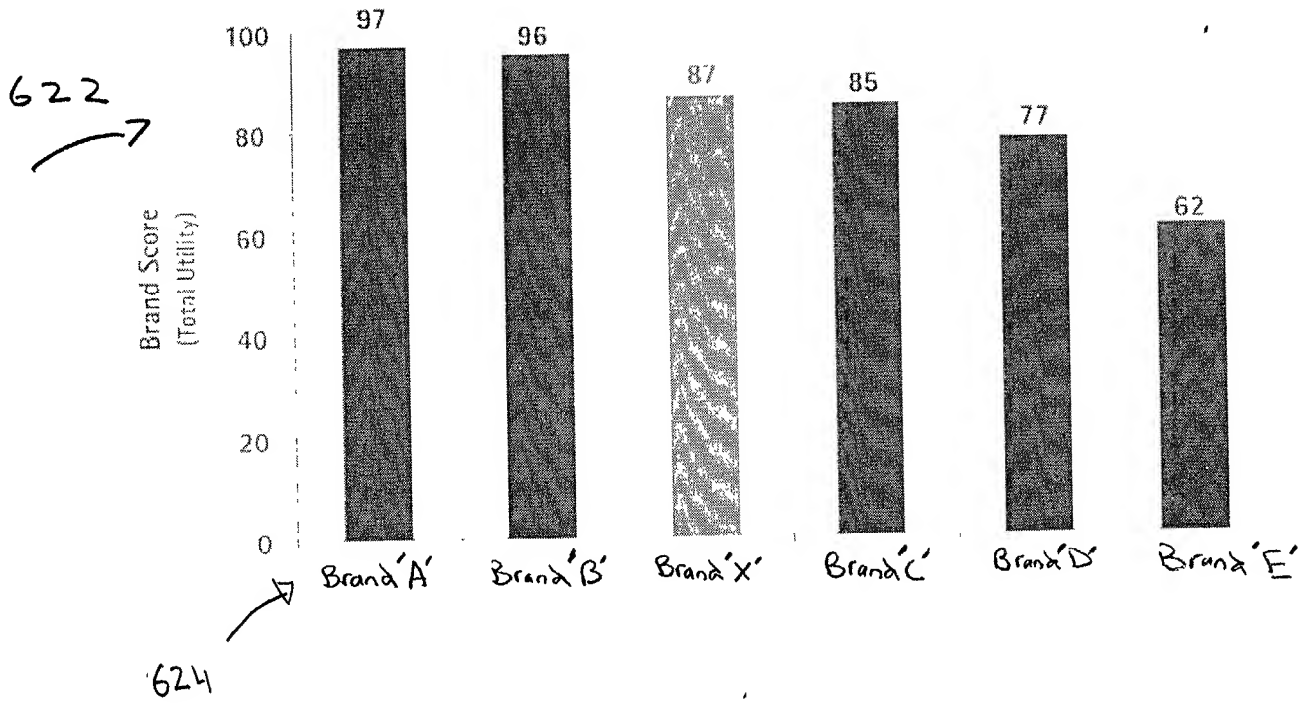
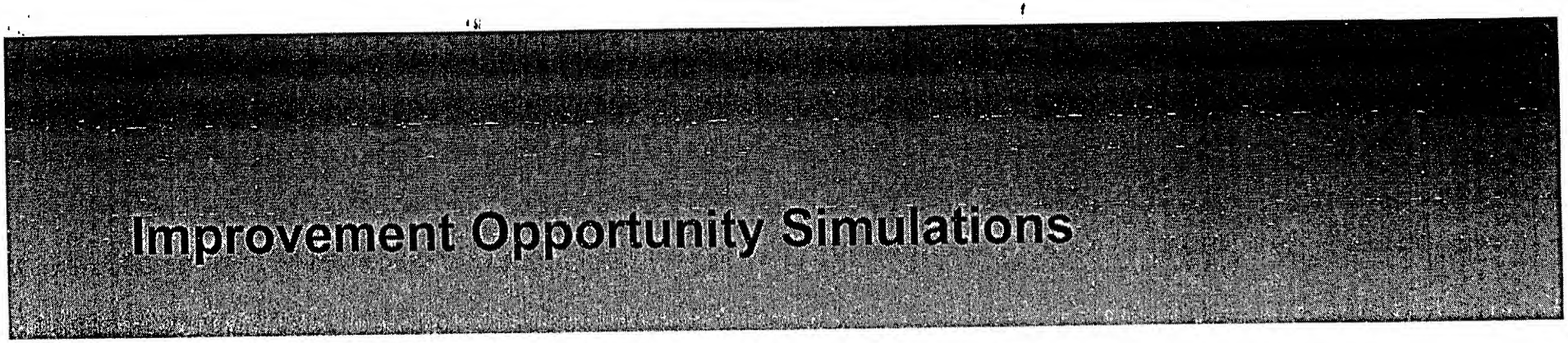


FIG. 6C



630

632

634

Product Information | Basic Product Information | Detailed Product Information | Run Simulation

635

	Current Level	Simulation Level	Change
Market Share	30	32	+2 points
Consumer Preference	70	73	+3 points
Profitability	$300 million	$301 million	$1 million
Price premium with constant market share	$4.10	$4.20	$0.10
Incremental profit from price increase			$1.2 million

FIG. 6D

Total Utility

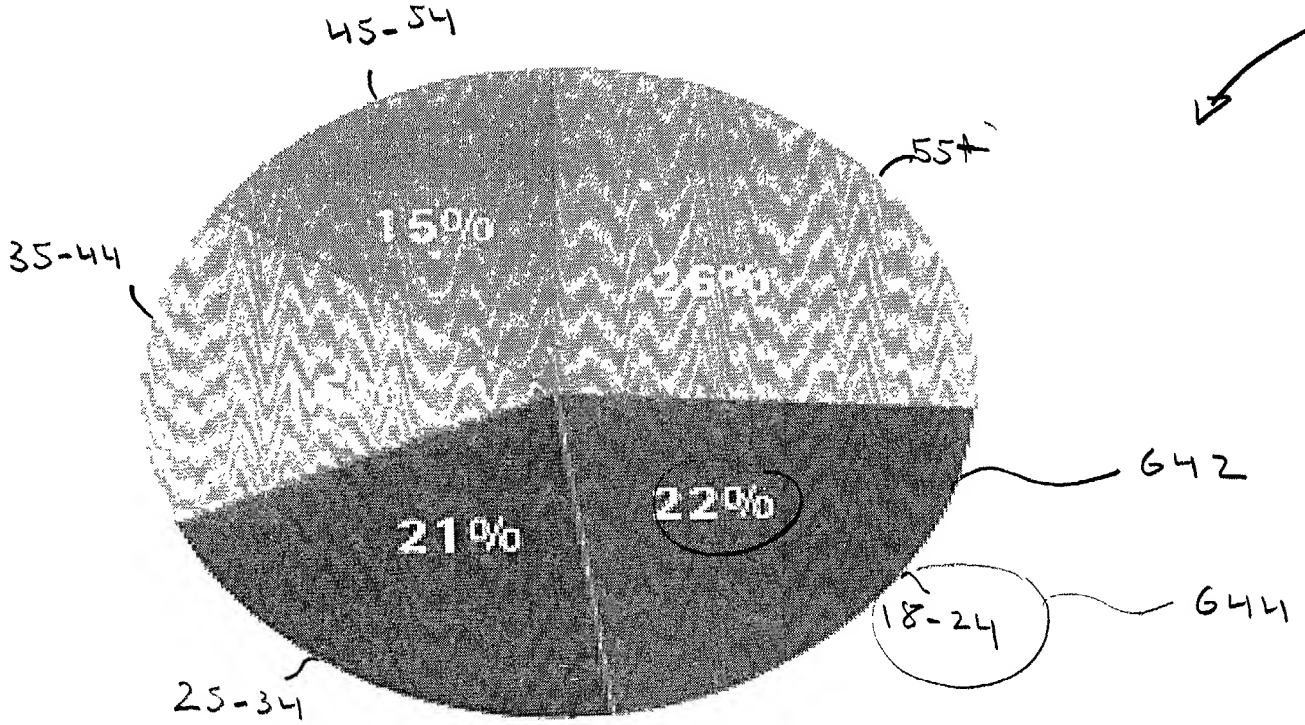


FIG. 6E

Total Utility Trend Analysis

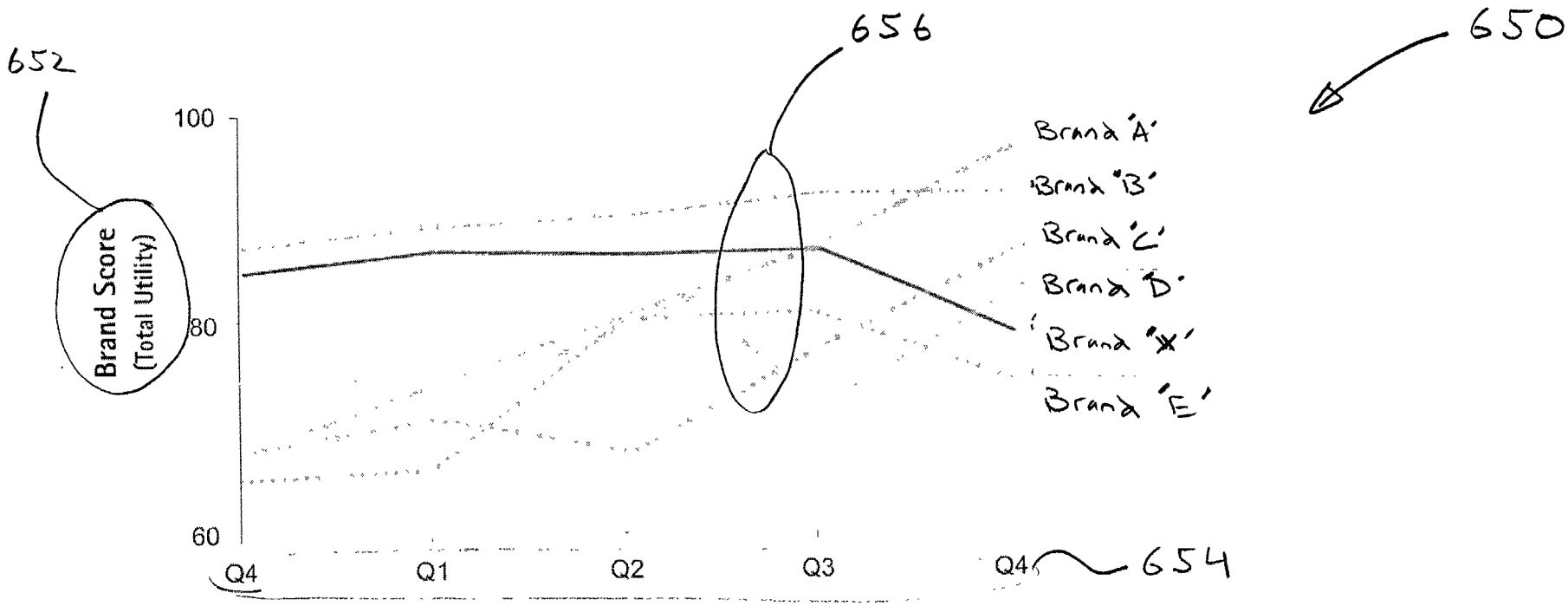


FIG. 6F

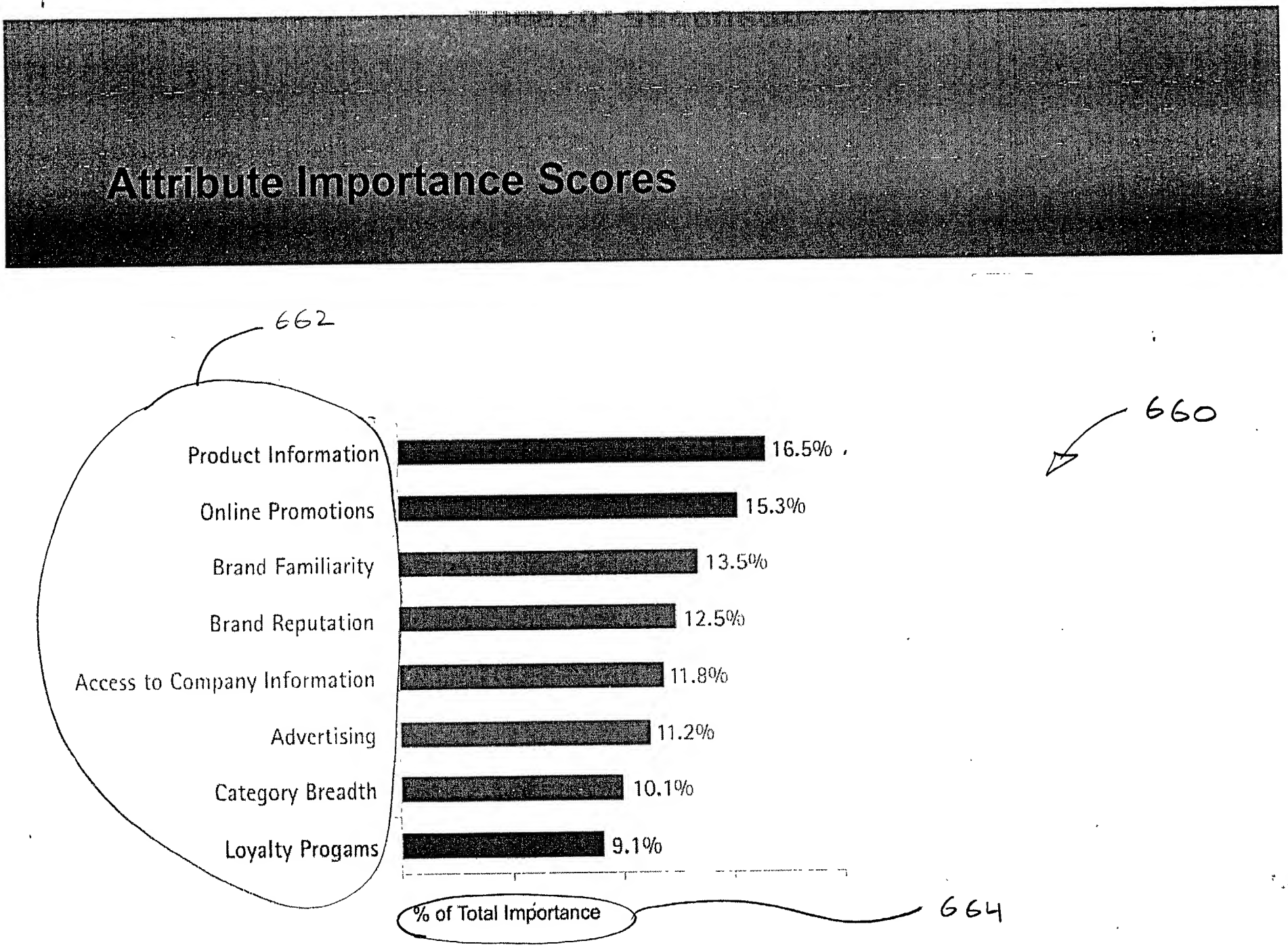

Attribute Importance Scores
662
660
Product Information
16.5%
Online Promotions
15.3%
Brand Familiarity
13.5%
Brand Reputation
12.5%
Access to Company Information
11.8%
Advertising
11.2%
Category Breadth
10.1%
Loyalty Progams
9.1%
% of Total Importance
664

FIG. 6G

Top and Bottom 3 Improvement Opportunities

672 674 676 678 670

Top Three Improvement Opportunities	Current Level	Level Change	Market Share	Preference
Product Information	(L1) Basic product information	(L2) Detailed product information	+2	+3
Access to company information	(L2) News and press releases	(L3) Interactive Dialogue with Company	+1	+2
Brand reputation	(L1) Negative impression	(L2) Neutral impression	+2	+2

Bottom Three Improvement Opportunities	Current Level	Level Change	Market Share	Preference
Online Promotions	(L3) Weekly sweepstakes	(L4) Free samples	+0	+1
Advertising	(L2) Content and demonstrations	(L3) Content, demos and recent commercials	+1	+0
Loyalty Programs	(L1) Collect points, redeem for discounts	(L2) Collect points, redeem for free company products	+1	+0

679

673

FIG. 6H

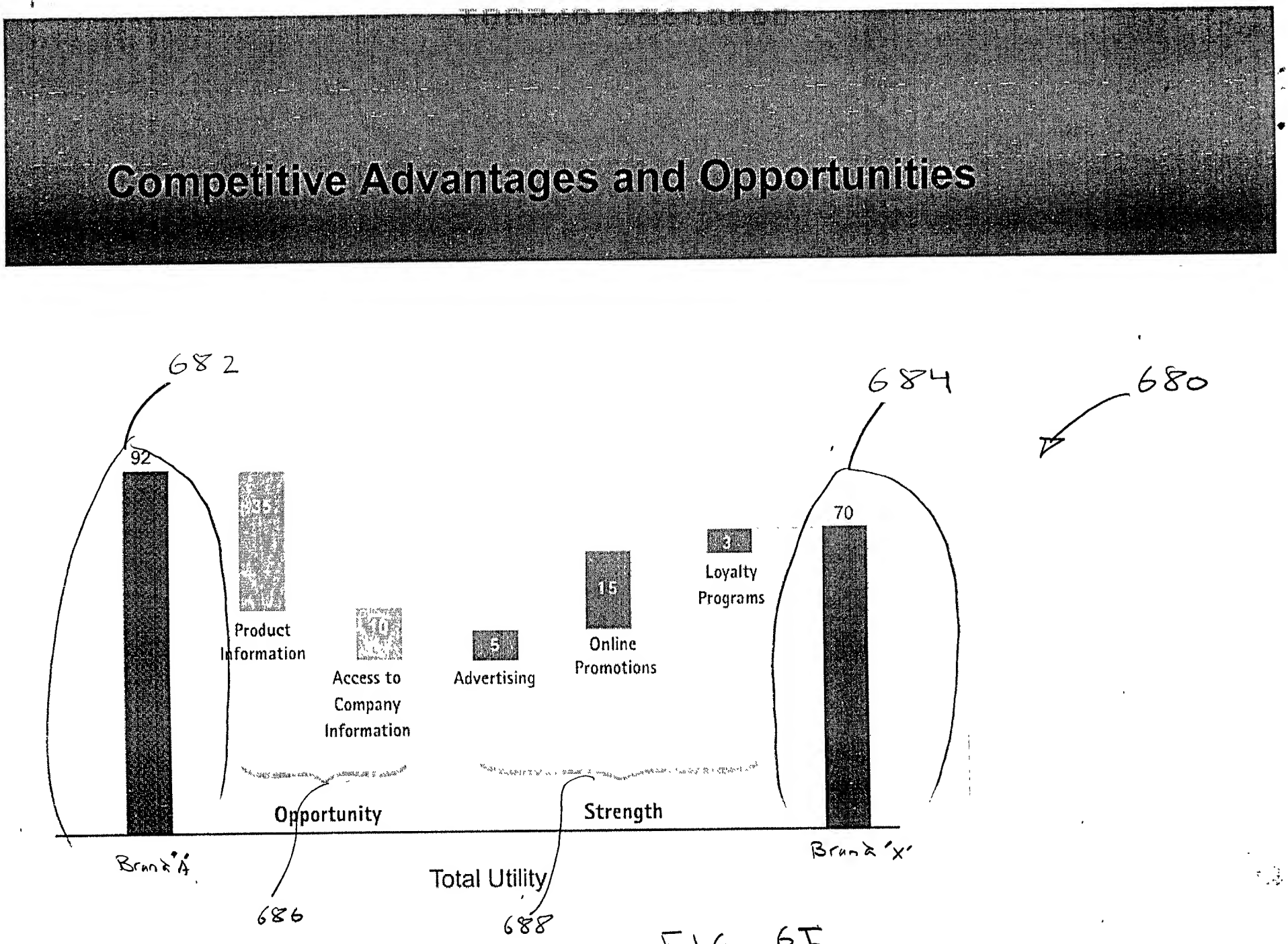
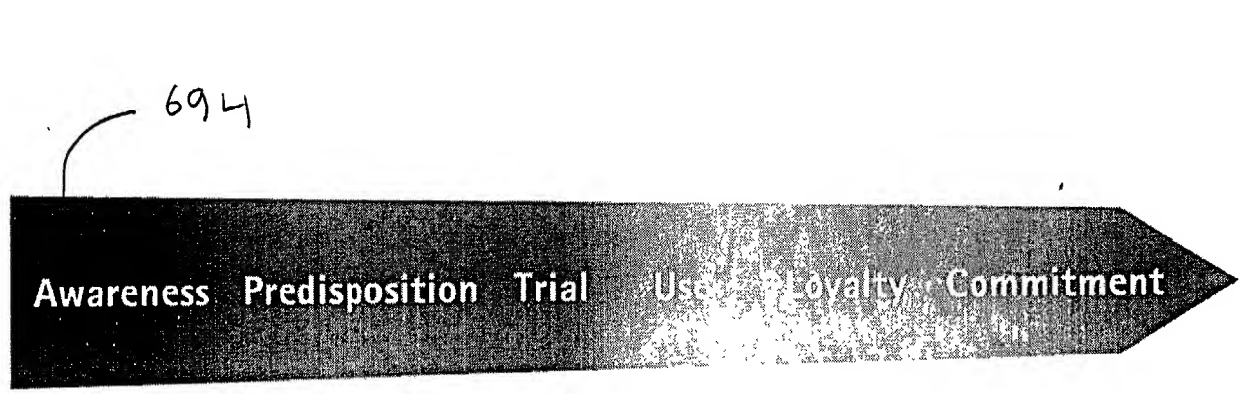

Competitive Advantages and Opportunities
682
684
680
92
35
10
5
15
3
70
Product Information
Access to Company Information
Advertising
Online Promotions
Loyalty Programs
Opportunity
Strength
Brand 'A'
Brand 'X'
Total Utility
686
688

FIG. 6I

Marketing Funnel



690

694

% of respondents						
Brand 'X'	60	48	20	15	8	5
Brand 'A'	80	67	55	39	20	12

692

FIG. 6J